



In order to get an edge on the competition, we use Toyota Collision Repair & Refinish Training as a marketing tool. This not only helps create a competitive advantage for our dealership, it also builds strong, loyal relationships with our collision center customers.”

– Anthony Saavedra

Wholesale Parts Manager, Puente Hills Toyota, CA



Relationship Building Is No Accident

SUCCESSFUL BUSINESSES ARE GREAT AT DEVELOPING RELATIONSHIPS. These relationships exist because each party provides value to the other. In the collision repair business, strong relationships between independent collision centers and dealerships can help boost business for both sides.

KEYS TO SUCCESS

Start by building a strong relationship with your Toyota dealership and getting your technicians into Toyota Collision Repair & Refinish Training courses. These two efforts can benefit your body shop in many ways. First, your local Toyota dealership is the key to getting your technicians into Toyota Collision Repair & Refinish Training. Second, these same training courses can help increase your shop's efficiency and your customer's satisfaction.

With the complexities of today's vehicles, it is vitally important to understand how to interpret repair manuals and how to repair your customer's vehicle according to the manufacturer's repair specifica-

tions. Toyota's exclusive training courses provide everything your technicians need to know via hands-on and online OE training. For the shop, this can mean reduced cycle time and fewer comebacks, which can boost efficiency, productivity and profitability. Ultimately, these courses help to return your customers' vehicles sooner and with fewer comebacks. It's a win-win situation for all involved.

GET SPONSORED

As an independent collision repair facility, you can only attend Toyota Collision Repair & Refinish Training courses if you are sponsored by a Toyota dealership, so building a relationship with your Toyota dealership is essential! 🚗



TOYOTA DEALERSHIPS

Helping your independent collision center business partners to enroll in Toyota Collision Repair & Refinish Training courses is a great way to help them boost shop efficiency and productivity. Properly trained repair technicians will better understand how to repair the customer's vehicle according to Toyota's repair specifications, and how to clearly communicate that information to any bill payer.

Start today by telling your collision center partners that you can sponsor them to attend Collision Repair & Refinish Training!



Go to www.CRRTraining.com for more details on training courses.

REACH OUT TO YOUR LOCAL TOYOTA WHOLESALE PARTS MANAGER AND ASK THEM TO SPONSOR YOU FOR TOYOTA CR&R TRAINING COURSES.

SPONSORING DEALER HAS THE FOLLOWING RESPONSIBILITIES:

- ARRANGE PAYMENT FOR TRAINING WITH INDEPENDENT REPAIR FACILITY (IRF)
 - CR&R TRAINING WILL BILL DEALER PARTS STATEMENT
- ENTER IRF PERSONNEL INTO STAFFMASTER
 - IRF JOB CODES HAVE NO EFFECT ON DEALER REWARDS OR CERTIFICATION



FILL OUT A TOYOTA SECURE PERSONAL IDENTIFICATION NUMBER (SPIN) FORM, FOUND ON WWW.CRRTRAINING.COM UNDER THE CR&R INFO TAB, FOR EACH PERSON THAT YOU WISH TO SEND TO TOYOTA COLLISION REPAIR AND REFINISH TRAINING COURSES.

** BE SURE TO SELECT THE PROPER JOB CODE, AT THE BOTTOM OF THE FORM, FOR EACH PERSON.*



RETURN YOUR COMPLETED SPIN FORMS TO YOUR TOYOTA WHOLESALE PARTS MANAGER.

- FORMS CAN BE PRINTED OR EMAILED RIGHT FROM THE WEBSITE!

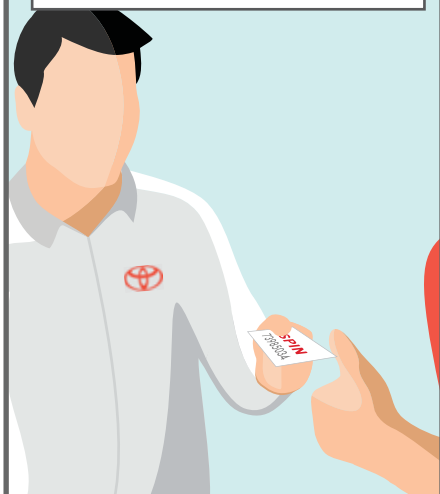


YOUR WHOLESALE PARTS MANAGER WILL THEN REACH OUT TO HIS OR HER CUSTOMER RELATIONS MANAGER TO GET YOU YOUR SPIN. TOGETHER THEY WILL INPUT YOUR INFORMATION INTO STAFFMASTER AS WELL AS GRANT YOU ACCESS TO TOYOTA'S TECHNICAL INFORMATION SYSTEM (TIS).



YOUR WHOLESALE PARTS MANAGER WILL GIVE YOU YOUR NEW SPIN NUMBERS TO ENROLL IN CR&R TRAINING COURSES ONLINE AT WWW.CRRTRAINING.COM.

** ALSO ASK FOR THEIR DEALER CODE AND YOUR TIS LOGIN INFORMATION.*



YOU AND YOUR TEAM CAN NOW USE YOUR SPIN NUMBERS TO TAKE ONLINE PRE-WORK COURSES AND TO ENROLL IN CR&R TRAINING INSTRUCTOR-LED COURSES.



NOW YOU HAVE A DIRECT RELATIONSHIP WITH A TOYOTA TECHNICAL EXPERT AND CAN RECEIVE THE FULL BENEFITS OF TOYOTA COLLISION REPAIR & REFINISH TRAINING!

